

Press Release

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The Standards For The Strategic Planning Field Are Changing

San Diego 2011- The Standards for the Strategic Planning field are changing and the Haines Centre is at the forefront of that change. With an increasing number of Haines Centre members globally being certified by the Association for Strategic Planning based on these new independent standards, the Haines Centre is leading the way and continues to professionally improve the field of Strategic Planning as they have for the past 22 years.

The Association for Strategic Planning (ASP) has independently developed this Certification Program to create the Strategic Management Professional (SMP) Certification, designed for those who are masters in Strategic Planning and Strategic Management. There are strict standards that must be met before you are eligible to take this Certification exam, including but not limited to being a C level Strategic Planning Executive with at least 5 years experience in consulting in multiple Strategic Planning assignments.

Stephen Haines the CEO and founder for the Haines Centre for Strategic Management spent 2 ½ years as the National Project Leader for this Certification program, and was inducted into the ASP Hall of Fame in 2011 for his work on this program. The Haines Centre now has 12 Global Partners who have passed the SMP Certification exam, including for the first time two international members; Stephen Lin from Singapore and Chander Mohan in Dubai. The Haines Centre would like to also congratulate its two newest USA SMP graduates; Loren Tarantino of San Diego and Karl Sommers of Indiana.

The Haines Centre is a global alliance of master consultants, founded in 1990 with offices in over 25 countries. They are the world leaders in Strategic Management Powered by Systems Thinking.

If you are interested in learning about the new standards for this field of Strategic Planning you can find a variety of ASP certification exam prep materials created by the masters in the field to help teach and prepare you for the exam at www.systemsthinkingpress.com.